

Effective Buying Power in Urban Counties vs. Rural Counties

SUMMARY

Urban/Rural Counties by State	Effective Buying Income (in 000's)	Land Area (Sq.Mi.)	Effective Buying Power/Sq. Mile
AZ-Urban Counties	\$39,753,974	18,391	\$2,162
AZ-Rural Counties	\$8,958,027	95,251	\$94
MS-Urban Counties	\$13,379,852	8,082	\$1,656
MS-Rural Counties	\$13,176,152	38,832	\$339
WI-Urban Counties	\$49,908,348	11,072	\$4,508
WI-Rural Counties	\$19,260,660	43,242	\$445

Assumptions: (1) Counties were classified as urban if they contained one or more
Ranally Metro Areas.

Source: Rand McNally Commercial Atlas & Marketing Guide (1993 edition).

Effective Buying Power in Urban vs. Rural Counties
Arizona, Mississippi, and Wisconsin

State	County Summary	1990 Population	Per Capita Income	Households	Eff. Buying Income (000's)	Land Area (Sq.Mi.)	1980 Population	People/ Sq. Mile	Eff. Buying Income/ Sq. Mile	County Growth 1980-1990
Arizona	Urban Totals	2,788,981	\$13,632	1,120,500	\$39,753,974	18,391	2,040,618	152	\$2,162	36.67%
	% of State Total	76.09%		78.32%	81.61%	16.18%	75.12%			
	Rural Totals	876,247	\$9,830	\$310,200	\$8,958,027	95,251	675,928	9	\$94	29.64%
	% of State Total	23.91%		21.68%	18.39%	83.82%	24.88%			
State Totals		3,665,228	\$12,723	1,430,700	\$48,712,001	113,642	2,716,546	32	\$429	34.92%
Mississippi	Urban Totals	1,133,327	\$11,681	408,000	\$13,379,852	8,082	1,084,842	140	\$1,656	4.47%
	% of State Total	44.04%		44.44%	50.38%	17.23%	43.04%			
	Rural Totals	1,439,889	\$9,096	510,000	\$13,176,152	38,832	1,435,856	37	\$339	0.28%
	% of State Total	55.96%		55.56%	49.62%	82.77%	59.96%			
State Totals		2,573,216	\$10,235	918,000	\$26,556,004	46,914	2,520,698	55	\$566	2.08%
Wisconsin	Urban Totals	3,342,611	\$14,747	1,266,000	\$49,908,348	11,072	3,198,111	302	\$4,508	4.52%
	% of State Total	68.33%		68.52%	72.15%	20.39%	67.96%			
	Rural Totals	1,549,158	\$12,264	581,700	\$19,260,660	43,242	1,507,531	36	\$445	2.76%
	% of State Total	31.67%		31.48%	27.85%	79.61%	32.04%			
State Totals		4,891,769	\$13,960	1,847,700	\$69,169,008	54,314	4,705,642	90	\$1,274	3.96%

Source: Rand McNally Commercial Atlas & Marketing Guide (1993 edition).

Effective Buying Power in Urban vs. Rural Counties Arizona, Mississippi, and Wisconsin

ASSUMPTIONS:

1. Counties in each of the states were classified either as urban or rural. A county was classified as urban if it contained one or more Ranally Metro Areas. Rand McNally defines Ranally Metro Areas as the developed area around each important city. Ranally Metro Areas include satellite communities and suburbs as well as one or more central cities. Ranally Metro Area boundaries are not restricted to county lines. Therefore, when only a small portion of a Ranally Metro Area spilled over into another county, with the majority in a different county, the spillover county was not defined as urban. This assumption was only used to define St. Croix and Douglas counties as rural in Wisconsin.
2. 1990 Population, Households, Effective Buying Power (in 000's), Land Area, and 1980 Population - these figures were obtained directly from the Rand McNally Commercial Atlas and Marketing Guide (1993 edition).
3. Per Capita Income was calculated by multiplying Per Capita Income for each county by 1990 Population for each county and summing these amounts by rural and urban counties. These totals were then divided by 1990 Total Rural Population and 1990 Total Urban Population to get the weighted Urban Per Capita Income and weighted Rural Per Capita Income.
4. People per Square Mile was calculated by dividing the 1990 Population by Land Area (Sq. Mi.).
5. Effective Buying Income per Square Mile was calculated by dividing Effective Buying Income by Land Area (Sq. Mi.).
6. County Growth was calculated by subtracting 1980 Population by 1990 Population and dividing the result by 1980 Population.

Source: Rand McNally Commercial Atlas & Marketing Guide (1993 edition).

CERTIFICATE OF SERVICE

I, Phillis Merriett a secretary in the law firm of Koteen & Naftalin, L.L.P., hereby certify that a true and correct copy of the foregoing "Comments of Century Telephone Enterprises, Inc. and TDS Telecommunications Corporation" was served by U.S. First Class Mail, postage prepaid, this date on the following:

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